



NO. 77
SEPT.
CDC

15¢

beetle bailey

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AUTHORITY

HEY, KIDS!
**COLOR
YOUR OWN**
BEETLE
BAILEY
COMIC
PAGES
LOOK INSIDE



MORT
WALKER

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Illustrations
enlarged to
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\$139

Dazzling diamond
man's ring in
handsome 14K
solid gold.



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\$249 both rings
A large fantastic
diamond set in a
youthful modern 14K
gold setting.



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15 fabulous diamonds set in
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I will pay ☐ \$20 monthly

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Her Address _____

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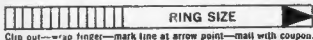
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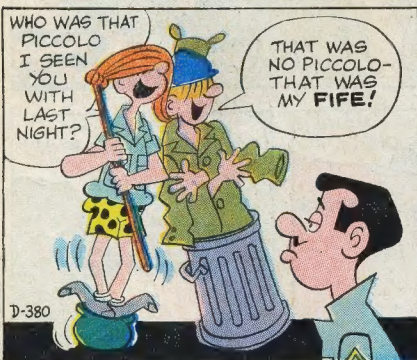
MAIL TODAY • SEND NO CASH

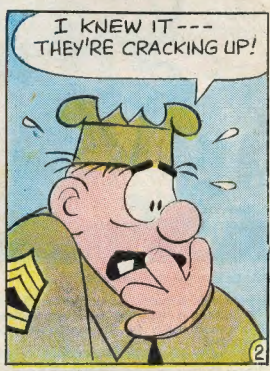
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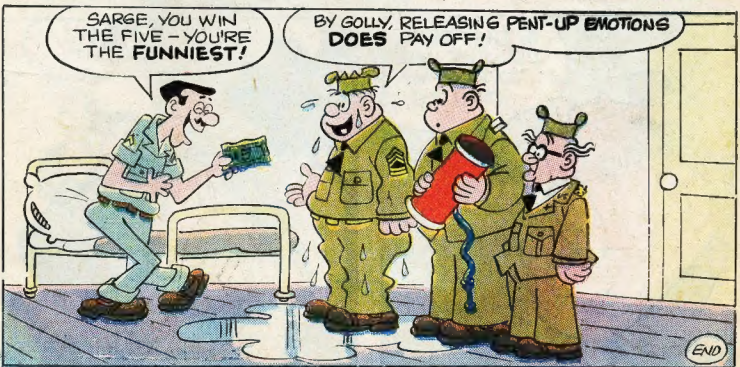
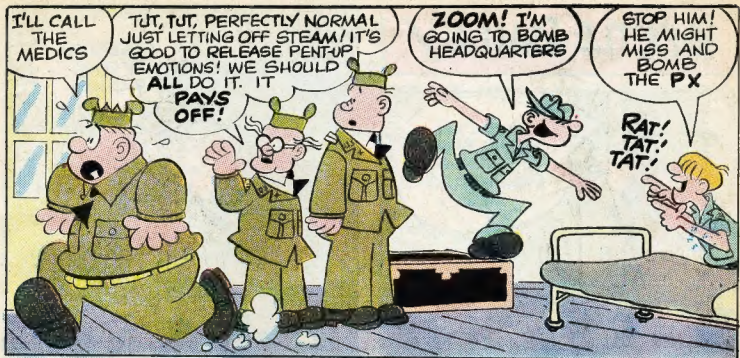
Interest rate annualized at 18% or less. Shipping, handling, postage and insurance \$5.00 per order. Contracts to be paid in full in 18 months or less.



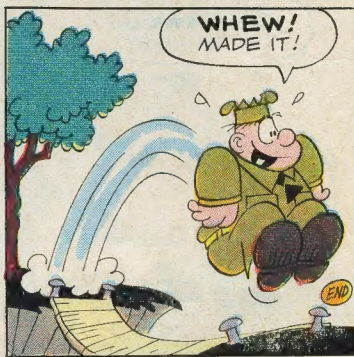
Clip out—wrap finger—mark line at arrow point—mail with coupon.

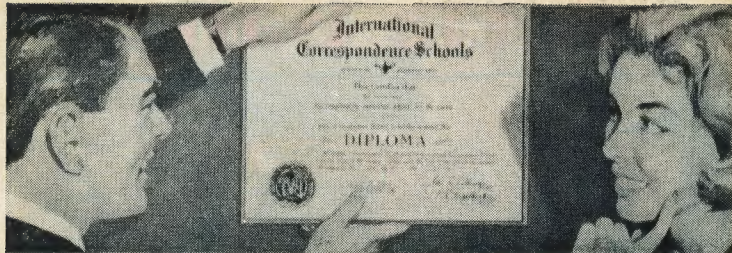






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Mr. (Please print) _____

Address _____

City _____ State _____ Zip Code _____

Occupation _____ Employed by _____ Working Hours _____ A.M. to _____ P.M.

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OFFICERS'
QUARTERS

HI,
SAM!

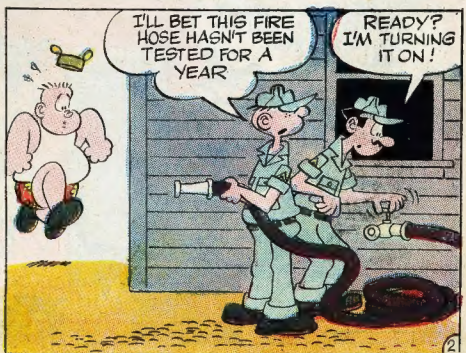
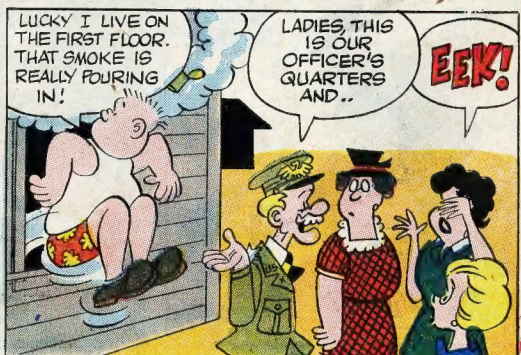
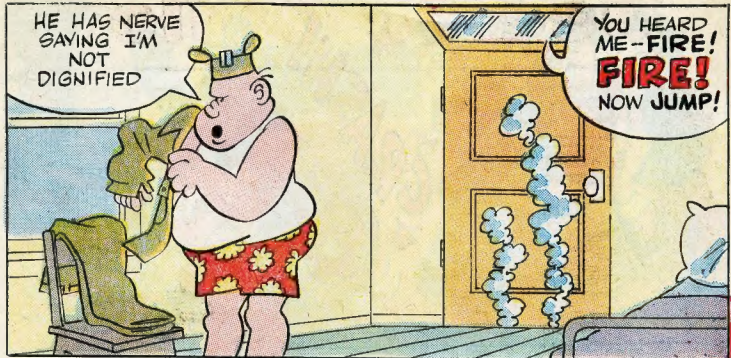
DO YOU LET THAT
SERGEANT CALL
YOU BY YOUR
FIRST NAME?
AN OFFICER
SHOULD HAVE
MORE DIGNITY.

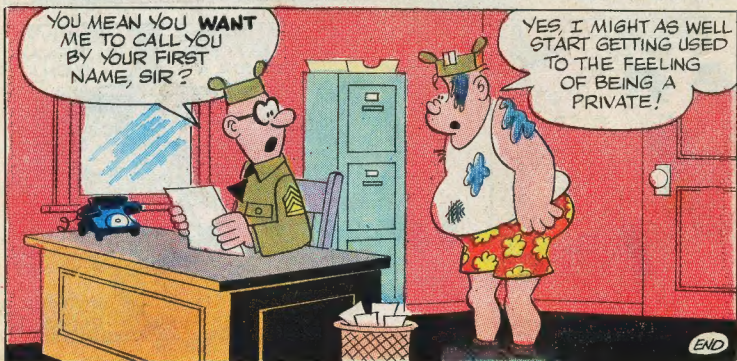
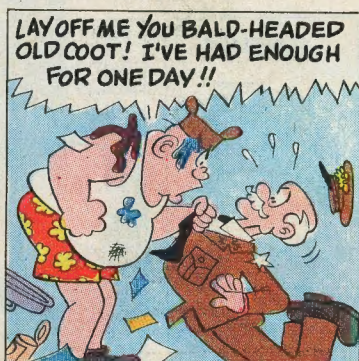
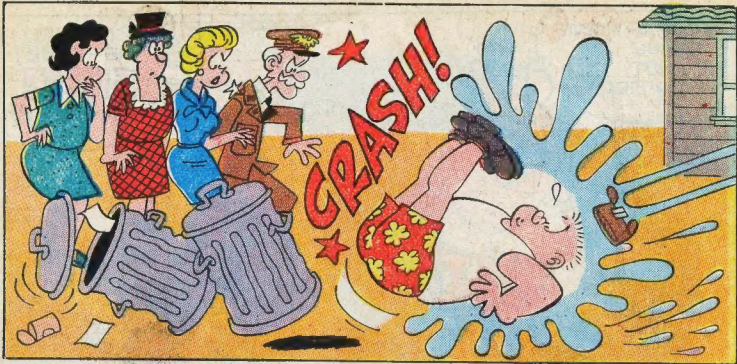
I'M
USUALLY
VERY
DIGNIFIED,
GENERAL

CAPT. SCABBARD
AND FIRE

OH! OH!

THE STOVE IS
SMOKING AGAIN!
I TOLD YOU TO
BUILD A
GOOD
FIRE!





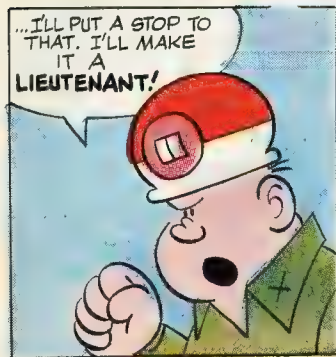
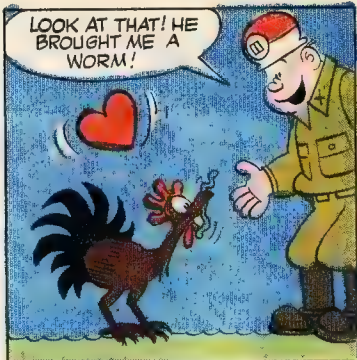
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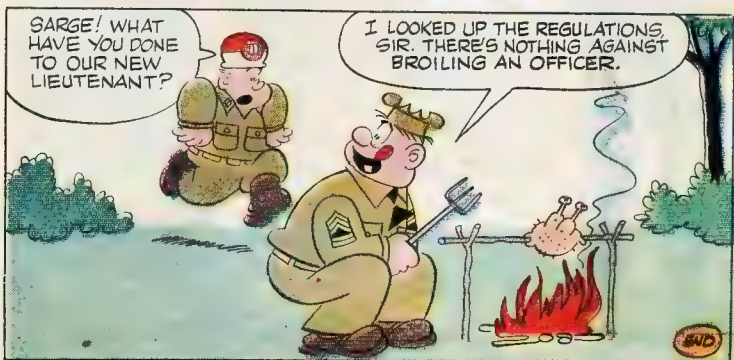
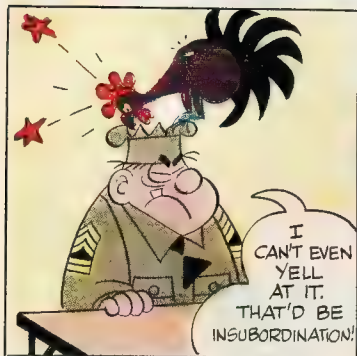
SHOO!

STOP
SCRATCHING
DIRT INTO
MY TENT!

**SARGE &
ROOSTER**

THERE, THERE!
DON'T LET
HIM SCARE
YOU!



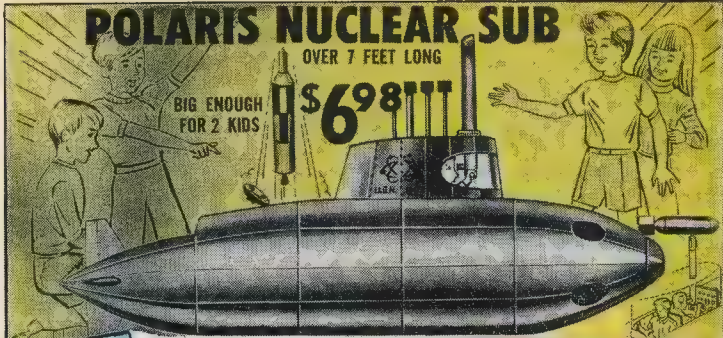


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OVER 7 FEET LONG

BIG ENOUGH
FOR 2 KIDS

\$698⁰⁰



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- Over 7 feet long
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Order today and we will rush your POLARIS NUCLEAR SUB to you. Use it for 10 full days. If you don't think it is the greatest ever—the best toy you ever had—just send it back for full purchase price refund.

10 DAY FREE TRIAL

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Dept 21P568

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—SEND IT PREPAID. I enclose \$6.98 plus 75c to help cover shipping charges.

—SEND IT C.O.D. I enclose \$1 good-will deposit and I will pay postman \$5.98 on delivery plus C.O.D. postage.

NAME

ADDRESS

CITY STATE ZIP

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7 FEET
TALL

In Authentic Colors With
GLOW in the DARK EYES

ONLY \$100

TEN DAY FREE TRIAL

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Boney the Skeleton. And then there is Boney—stark scary with nothing left but his bare bones. A 7 foot monster out of the grave—his bones white, his eyes staring—even glowing in the dark.

Money Back Guarantee. Just send \$1.00 plus 25c to cover postage and handling for each monster you want. Your money back if not satisfactorily horrified.



Honor House Dept. 21MR&R
Lynbrook, N.Y. 11563

Rush me my 7 foot tall glow in the dark monsters. Send me ☐ Frankenstein ☐ Boney the Skeleton

I enclose \$1 plus 25c for postage and handling for each. If I don't get shivers of delight, I can return my purchase within 10 days and you will refund the full purchase price.

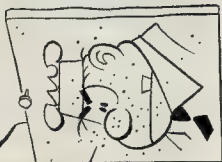
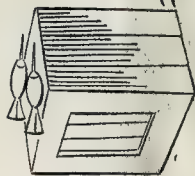
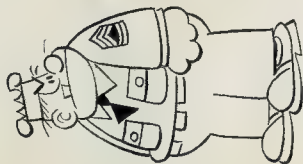
NAME

ADDRESS

CITY STATE ZIP

—New York State Residents please add 5% sales tax—

COLOR THIS PAGE, KIDS!

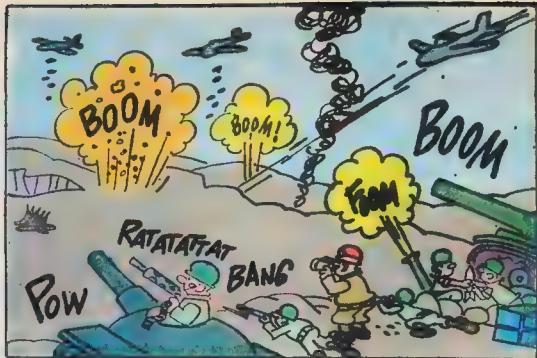


MORT
WILLER

BEETLE
BAILEY

in

"NICE BOYS
DON'T
FIGHT"



CEASE
FIRING!

EVERYBODY
HALT!!

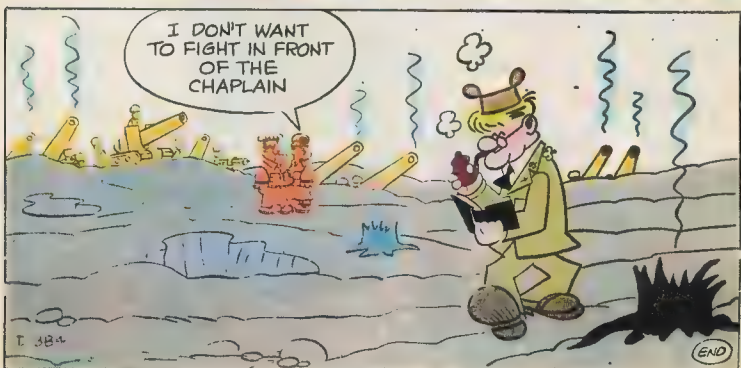


BUT, SIR!
THE WAR
GAMES!!

SHH!
SHH!

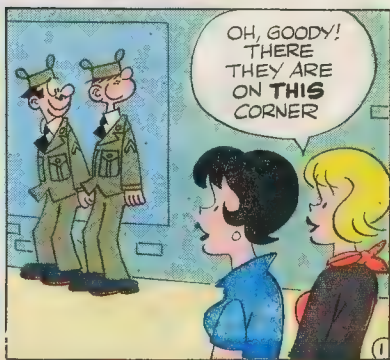
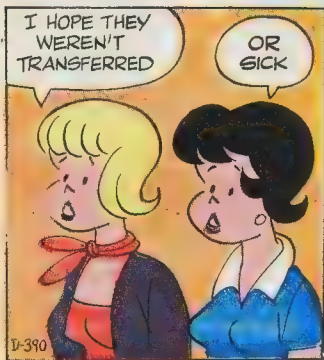


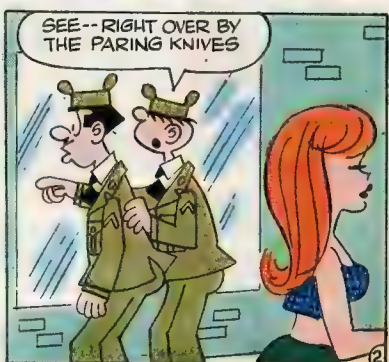
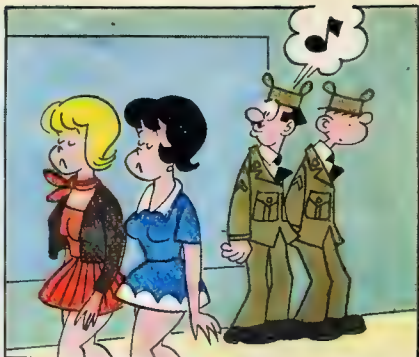
I DON'T WANT
TO FIGHT IN FRONT
OF THE
CHAPLAIN

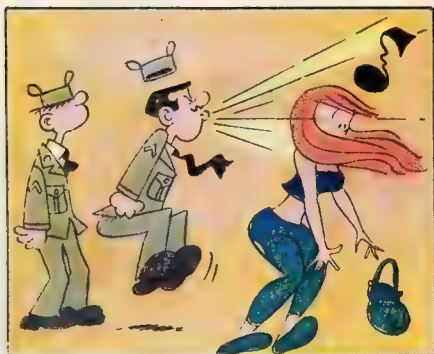
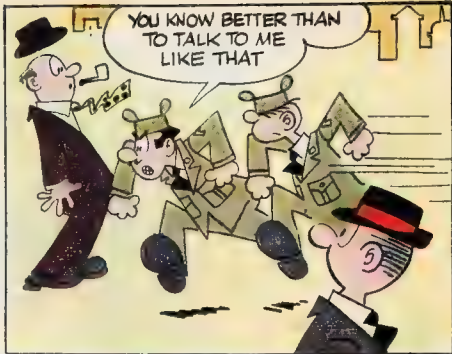
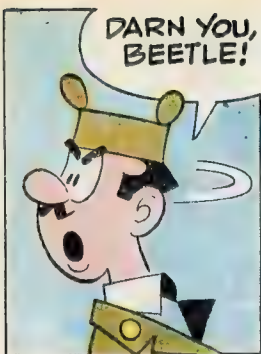




beetle bailey









COLOR THIS PAGE, KIDS!

BEETLE BAILEY

I SEE THEY'RE GOING TO PUT UP A STATUE OF GENERAL HALTRACK!

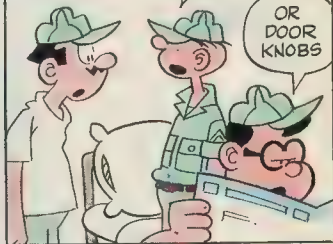
ANOTHER MONUMENT TO A GENERAL. NEVER ONE FOR THE REALLY IMPORTANT GUYS



LIKE WHO?

HOW ABOUT THE GUY WHO INVENTED CREME-FILLED COOKIES?

OR DOOR KNOBS



ICE-CUBES

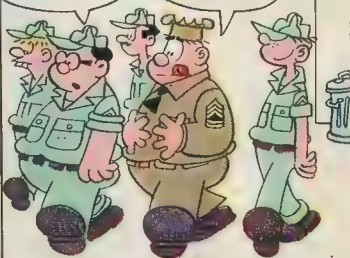
THE MAN WHO INVENTED POP CORN!

HIS STATUE SHOULD BE IN EVERY MOVIE THEATER



WHERE WOULD THE WORLD BE WITHOUT PENCILS?

OR WHAT WOULD IT BE LIKE WITHOUT SALAMI



BUTTONS!

VACATIONS!

FOOTBALL!

BEER!!



WHY DON'T GENERALS EVER HAVE GOOD IDEAS LIKE WE DO?

LISTEN - GUYS WHO THINK LIKE US DON'T EVER GET TO BE GENERALS



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Mail This Coupon Today

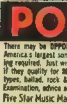


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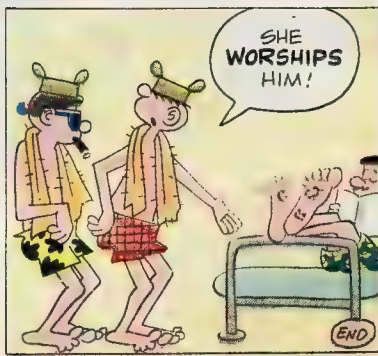
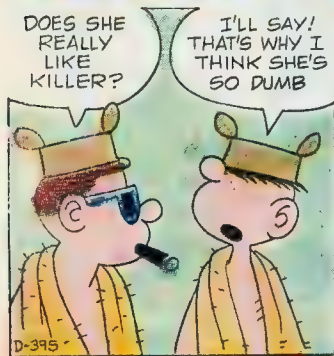
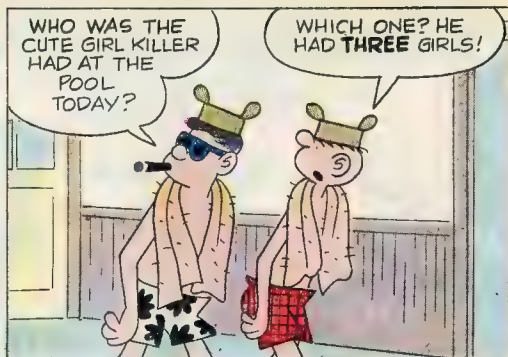
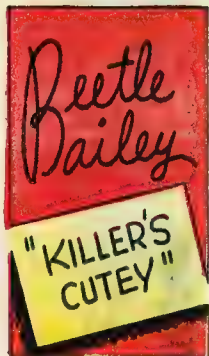
WHO ELSE WANTS A HE-MAN BODY?

Tired of watching others grab the best jobs, the most attention, the prettiest girls? Let me show you how I can make you a real he-man!

ONCE I WAS SO SCRAWNY that I dreaded being seen in a swim suit. Then I discovered "Dynamic-Tension," a "secret" that developed me into "The World's Most Perfectly Developed Man." I can build up YOUR body the very same natural way—without weights, machines or pulleys. Takes only 15 minutes a day in the privacy of your room. Prove it to yourself at my risk. Mail coupon now for FREE BOOK for free illustrated 22-page book. Tell how I can give you "stand-out" muscles, make you a new man—confident, popular, successful. Address CHARLES ATLAS, 115 E 32nd St., New York, N.Y. 10016



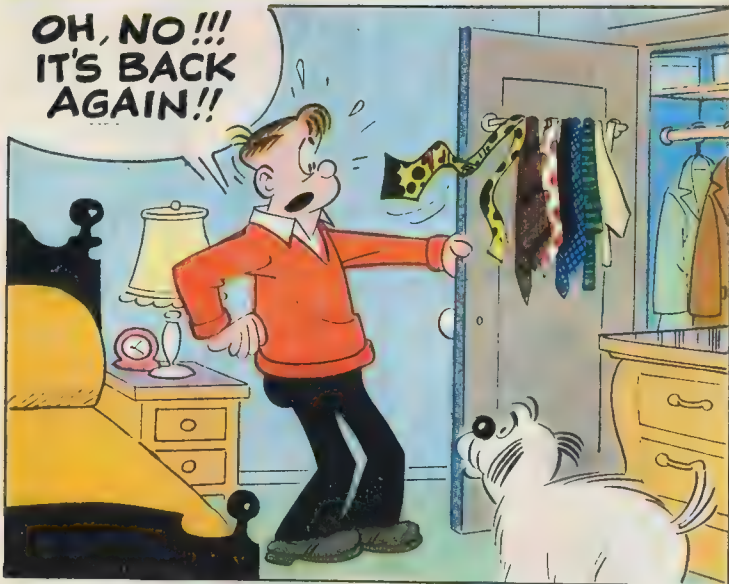
CHARLES ATLAS, Dept. 325H
115 East 32nd St., New York, N.Y. 10016
Dear Charles Atlas: Here's the "X" of Rods I Want (Check as many as "X")
☐ Broader Chest ☐ Stronger Neck ☐ Greater Arm Length
☐ More Weights ☐ More "Solid" Build ☐ Greater Arm, Leg Power
☐ More Flat Places ☐ Greater Arm, Leg Power
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Print AGE
Address
City & State Zip
In England: Charles Atlas, Chispy St., London W1



Hi and Lois

by MORT WALKER
and DIK BROWNE

OH, NO!!!
IT'S BACK
AGAIN!!

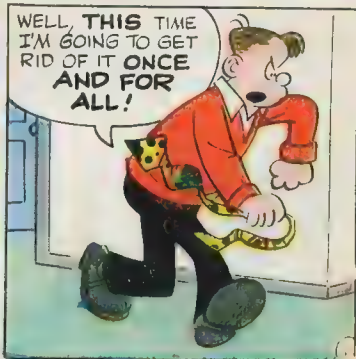


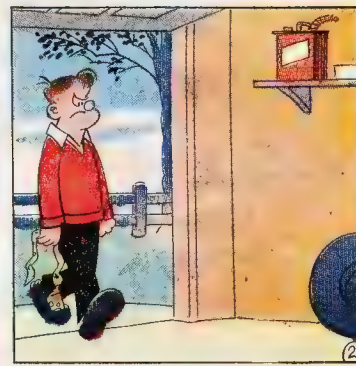
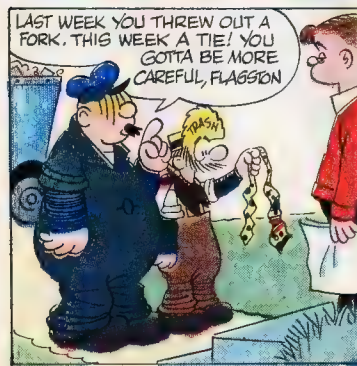
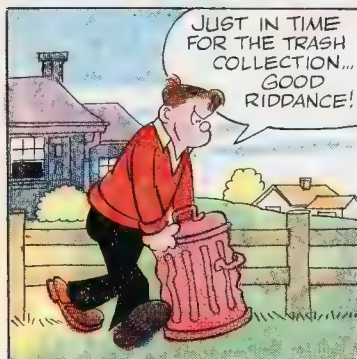
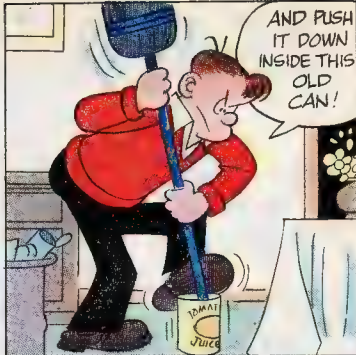
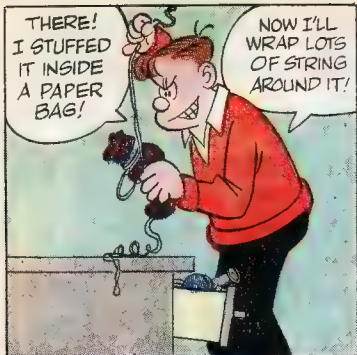
EVERY TIME I DONATE THIS AWFUL
TIE TO THE CLOTHING DRIVE
LOIS RESCUES IT!

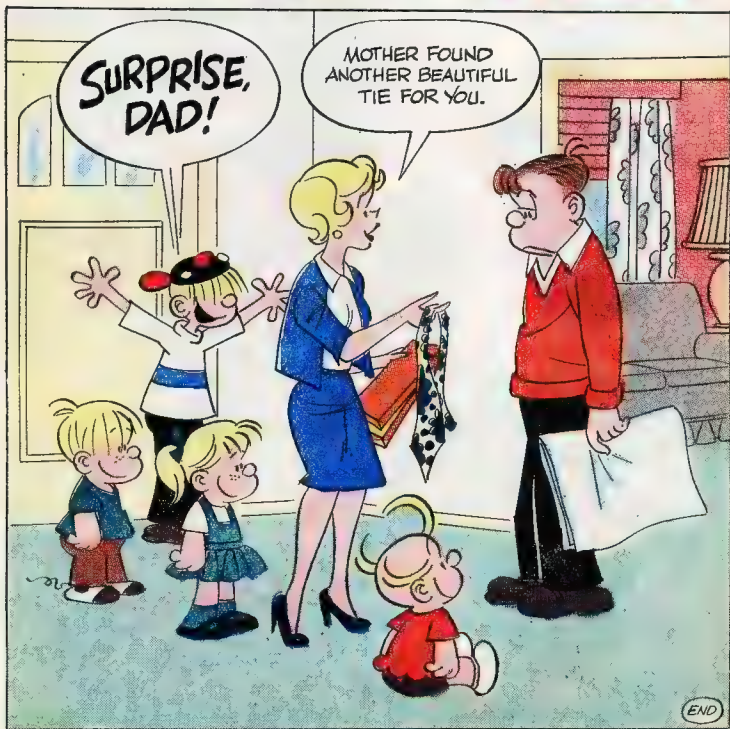


D-393

WELL, THIS TIME
I'M GOING TO GET
RID OF IT ONCE
AND FOR
ALL!







END

SARGE



END

**BEETLE
BAILEY**

in **FLABBY KIDS**

WHAT'S THAT
PICTURE ON YOUR
DESK, SIR?

OH, THAT WAS
ME WHEN I
PLAYED FOOTBALL
IN HIGH
SCHOOL

D-388

I WAS REALLY
TOUGH IN THOSE
DAYS!

I WAS PROBABLY
THE BEST THIRD-STRING
SUBSTITUTE HALFBACK
IN THE MINOR
CONFERENCE
THAT MONTH

GEE!

CONTINUED AFTER FOLLOWING PAGE

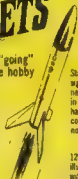
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811 Wyandotte • Kansas City, Mo. 64105



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INFLATABLE DOLL

995
DELUXE
MODEL

JUST ADD AIR
LIFE LIKE IN EVERY DETAIL

Made of soft, smooth, pliable vinyl. Judy looks and feels amazingly lifelike. **INFLATABLE** — Just add air and instantly you have a Life-Size beauty.

GUARANTEE: This is the **ULTRA** deluxe model there is no other inflatable doll as **LIFE-LIKE** as Judy. You must be 100% delighted or your money refunded.

I'm Judy, the Life-Size inflatable London doll made with startling detail. I'm formed from smooth vinyl, with a human-like softness and feel that will amaze you and your friends.

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Give your daughter a Judy Doll and she'll be the talk of the neighborhood with the largest doll in town.

I'm the most unusual gift that you can give to yourself (or to a friend if you can bear to part with me).

COMPLETE PACKAGE... For the ultimate enjoyment of your London Doll order Judy complete with pajamas, bikini and wig in blonde or brunette.

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I'm a Blair Dealer

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SEND NO MONEY! Just print name, address, age on envelope.
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Rush Display Kit; full-size Blair Products, complete money-making plans, Premium offers — for **Free Trial**.
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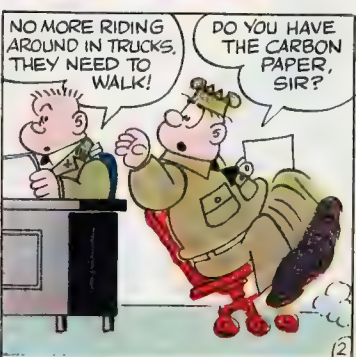
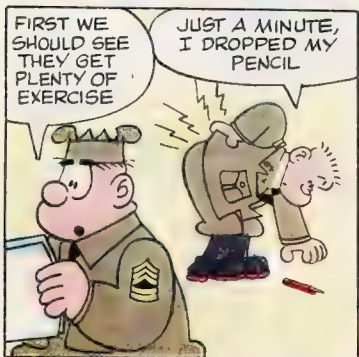
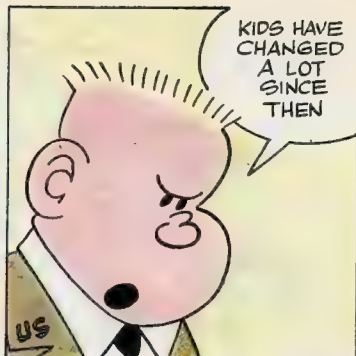
RUSH ORDER FORM

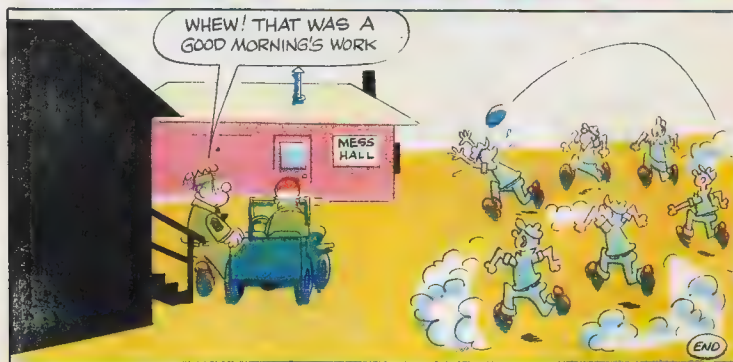
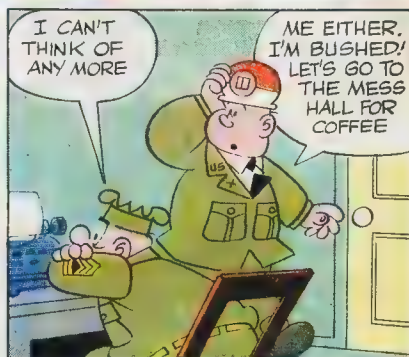
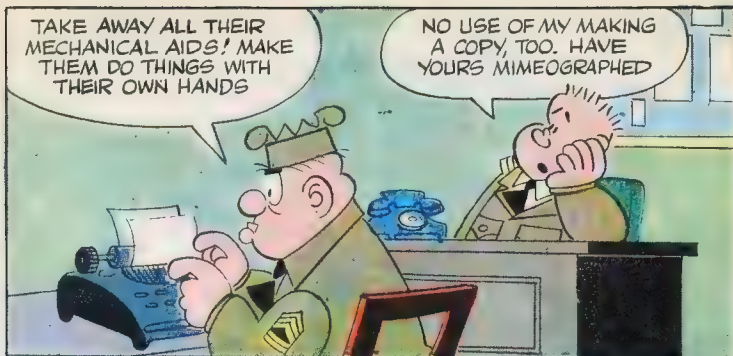
LIVERPOOL SALES, Dept. JD-472
P.O. Box 3426 Granada Hills, Calif. 91344

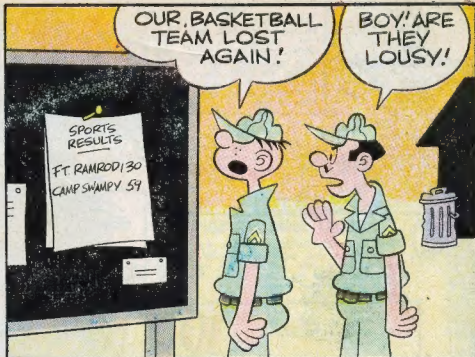
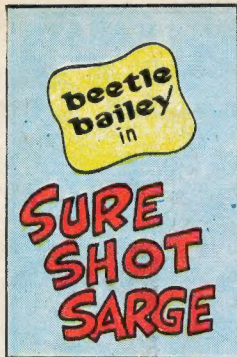
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Results in just 30 days!
Pocket gym slaps inches of muscle on your arms and torso. Gain the respect of your friends—the admiration of the girls. Keep fit and healthy. Fear no one! Made of heavy rubber.

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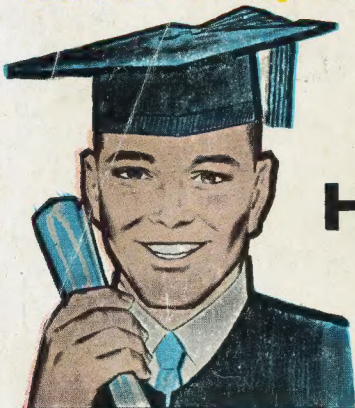
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